BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Hospitality Pearson BTEC International Level 3 Subsidiary Diploma in Hospitality Pearson BTEC International Level 3 Foundation Diploma in Hospitality Pearson BTEC International Level 3 Diploma in Hospitality Pearson BTEC International Level 3 Extended Diploma in Hospitality
Unit number and title	**14: Luxury Hospitality**
Learning aim(s)	**A:** Explore the current structure, characteristics and supervision of luxury hospitality **B:** Explore the customer service experience, needs and expectations in luxury hospitality
Assignment title	**Explore Luxury Hospitality**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are a supervisor in a luxury hospitality business and your manager has asked you to write a guide for new entrants to luxury hospitality and the relationship customer service has with these businesses.
Task 1	You will take the role of a supervisor in a luxury hospitality business and are required to prepare a portfolio for new supervisory staff on different types of luxury hospitality. The importance of customer service in luxury hospitality. The supervision and roles will be an integral part of this guide. As the portfolio continues it will become focused on one luxury hospitality department of your choice. You will be required to: • Describe characteristics of luxury hospitality • Describe job roles and supervisory skills and attributes in luxury hospitality • Investigate documents used to aid the supervisor in planning, running a luxury hospitality department. • Explain the value and importance of understanding customers needs and wants in luxury hospitality.

	• Completion of a customer experience map in a selected department in luxury hospitality. • Evaluation of the extent luxury hospitality businesses are meeting customers' needs • Evaluation of the luxury hospitality department on how they can optimise customer touch points. Your portfolio report must be expressed in a way that the target audience will understand, all conclusions justified and supported by evidence.
Checklist of evidence required	Independent research Portfolio report Customer experience map

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.D2	Evaluate how a selected department in luxury hospitality can optimise customer touch points.
A.D1	Evaluate the extent a luxury hospitality business is meeting guests' needs.
B.M2	Create a detailed customer experience map for a selected department in luxury hospitality.
A.M1	Compare the types, structure and organisation of different luxury hospitality businesses, showing links with the scale and diversity of the industry
B.P4	Create a customer experience map for a selected department in luxury hospitality.
B.P3	Explain the value and importance of understanding the needs, wants and preferences of luxury hospitality guests.
A.P2	Describe the staffing, structure, supervisory roles and responsibilities in luxury hospitality
A.P1	Describe luxury hospitality and businesses providing details of their products and services, structure.

Sources of information to support you with this Assignment	
Other assessment materials attached to this Assignment Brief	*eg, work sheets, risk assessments, case study*

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